

## Application for projects over \$500

Organization Name Gold West Country

Project Name Greater Yellowstone Geotourism Map Guide

Application Completed by Sarah Bannon

### Approval Requested

☒ Final

☐ Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

— We would like to use \$1500 of Joint Venture Funds and partnering with several other groups including Travel Montana, Yellowstone Country, Big Sky, West Yellowstone and others in conjunction with National Geographic in producing a Geotourism Map Guide. It will be a two-sided map-brochure of superior quality, conveying geotourism information and accompanying text blocks.

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### Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

Educate the traveler about the historical, cultural and recreational opportunities within the region throughout the year.

Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.

Inform tourists that there is still plenty to do throughout the Gold West region during the off-peak season

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Refer to the portions of your marketing plan, which support this project.

Geotourists make up 55.1 million American travelers. The Geotourism segment that appears to be most closely aligned with Montana's tourism values is the 'Geo-savvy' segment. More than ¼ reside in the nearby Pacific region, and 10% live in the Mountain region. 28% is a young adult under the age of 35, 8% are students.

60% have a college degree, 33% have a graduate degree, 32% hold professional/specialty positions. 38% have annual incomes over \$75,000, 17% of households earn \$100,000+.

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How does this project support the Strategic Plan?

— Expand public-private marketing partnerships with tourism businesses and attractions...

**“...Leverage public and private marketing investments to expand Montana's reach**

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Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached Yes

Budget page must be attached for approval.

REGION/CVB PROJECT BUDGET  
Greater Yellowstone  
Tourism Map Guide

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	\$0		\$0		\$0

MARKETING/ADVERTISING:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>			\$0		

TRAVEL:					
Personal Car	\$0	+	\$0	=	\$0
Commercial Transportation	\$0	+	\$0	=	\$0
Meals	\$0	+	\$0	=	\$0
Lodging	\$0	+	\$0	=	\$0
Vehicle Rental	\$0	+	\$0	=	\$0
<b>TOTAL</b>	\$0		\$0		\$0

OTHER:					
		+	\$0	=	
Help Produce Map Guide	\$1500	+	\$0	=	\$1500
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
	\$0	+	\$0	=	
<b>TOTAL</b>					

REGION/CVB TOTAL	PROJECT TOTAL	\$1500	+	\$0	\$1500
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